

Profit Blitz for Fite'

SEPT. 5th
TO DEC. 3rd
1955

HONOURING 25 YEARS OF INSPIRED
LEADERSHIP IN FAMOUS PLAYERS



\$10,000
IN CASH PRIZES

PROFIT with showmanship
SERVE with showmanship
SAVE with showmanship
SELL with showmanship

National Drive Captain
DAN KRENDEL

October 14, 1955

"PHYSICIAN, HEAL THYSELF"

It's a strange phenomenon, and yet in a way analogous to the weaknesses and thought patterns of our human nature, that we can so readily spot a defect or shortcoming in someone else, and offer an immediate cure ... and yet, we are so blind when it comes to uncovering and remedying weaknesses in our own make-up.

It is so very easy to be critical of others that at times I wonder if we don't do it in a desperate attempt to conceal, or perhaps justify, a feeling of frustration of our own. Are we really criticizing our own defects ... our own shortcomings ... our own failures? The thought lends itself to some interesting observations.

How often have you thought ... or expressed yourself vocally on the subject of how much better you could operate a certain situation than the present incumbent? How often have you picked holes in the manner in which a brother manager wrote his ads ... handled his staff ... treated his customers? How often have you resented the honors conferred on someone else for a particularly well-done job?

You know you have ... we all have at times. Isn't this as good a time as any to turn the spotlight on yourself? What better time than now to analyze your entire operation, calmly, dispassionately, but just as critically as you have analyzed others?

Isn't this a good time to wonder a little why your name hasn't appeared as often ... perhaps hasn't appeared at all in these pages, while someone else is in every week ...? Quit worrying about the other guy, fellows ... Start worrying a little more about yourself.

Remember man ... you're the doctor ... and the title of our little piece is,

PHYSICIAN, HEAL THYSELF.

D.E.K.

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WEEKLY WINNERS - 3RD WEEK

We just love giving away money ... good cold cash ... and the more winners we have, the better we like it. Has YOUR name appeared on this page yet? It can, you know. I can't put it there, but YOU CAN. Come on guys, start reaching for that cabbage ... Still some left.

Well, let's see what we've got ...

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\$40.00 - For Freeman Skinner and Hilary Howes, split down the middle ... twenty bucks each for their terrific 4-page newspaper promotion, in Halifax.

\$25.00 - Bunny Markell, Palace, Cornwall, for the best advance selling on the ELMER deal I've seen to date.

\$25.00 - To Ivan Ackery of the Orpheum, Vancouver for a really fine all around selling job on PETE KELLY'S BLUES.

\$20.00 - Split 3 ways ... Ten bucks to Andy Ostrander, and five each to Gerald Mignacca and Fred Glazerman of the Uptown in Winnipeg, for their fast thinking in keeping the kids occupied during a two hour lull in the show.

\$15.00 - Russ McKibbin of the Imperial in Toronto for his swell MR. ROBERTS furniture store deal.

\$15.00 - To Eddie Newman, Met. Winnipeg, for a grand job of selling DAM BUSTERS to the local R.C.A.F.

\$15.00 - To Harrison Howe of the Paramount in St. John for his book-ticket deal with a local foundry.

\$10.00 - To Harry Black of the Totem in Prince Rupert for fast thinking, and cashing in on the visit of H.M.C.S. New Glasgow.

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ENTHUSIASM IS INFECTIOUS

It took a little time ... a lot of groping in the dark ... a few misunderstandings perhaps, and a whole lot of explanatory propaganda ... but I think fellows we've all got the idea now. I'm beginning to get more and more material each week, and from the comments I'm receiving from managers from coast to coast, the boys have really caught the spirit, and are fully determined that this time it's for keeps ... and we're really going to prove to the Boss Man that we know where we're going.

Enthusiasm IS infectious guys ... make no mistake about it. From the gang at head office, to the district managers, to the boys in the field and to their staffs ... If YOU'RE sold ... completely and honestly ... and show it, that same feeling is immediately transmitted to everybody around you ... your staff - your customers.

I have copies of bulletins ... special PROFIT BLITZ FOR FITZ bulletins, sent to their managers by Jimmy McDonough and Harold Bishop. They're just bubbling over with enthusiasm ... and, you know what? The entries and letters I receive from their managers, by a strange coincidence, have the same flavour. Kinda makes sense, huh? When a coach and his team think alike, they'll work together ... and that makes for a winning combination.

Enthusiasm can grow from a spark to a roaring blaze whose warmth can spread and be felt in every theatre and every community from coast to coast. Kinda that spark fellows, and you'll have no trouble adding PROFIT and BLITZ, to make it truly an all-out PROFIT BLITZ FOR FITZ.

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THIS IS EVERYBODY'S ACT

Ben Geldsaler is a busy guy ... a very, very busy guy indeed. But, he wasn't too busy to drop in on me and say ... "Dan, I'm on the team too ... do you think the boys would like me to keep them up to date on what's happening on the product front ...?" Of course you know my answer. So-o-o ... in this and all future issues you will be treated to a personalized review of current and coming product, presented in Ben's own inimitable style.

Thanks Ben ... I know you'll have to prepare your material at home, on week-ends, and we do appreciate it. We'll really be looking forward to your weekly column.

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ADVERTISE YOUR PRICES

Don't keep your customers in the dark ... Make sure that they know exactly what it's going to cost them to visit your theatre. There's nothing to be ashamed of ... the chain stores do it ... the drug stores do it ... Even your direct opposition, baseball, hockey etc. advertise their prices in the papers. And you, my friends, have the biggest bargain of all to offer ... an escape from the dull, every day realities of life ... and at a really bargain price.

Make sure that your prices are carried in all of your newspaper ads, as well as around the theatre.

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PLANNING A HALLOWEE'N PARTY?

You may not get too excited about it ... but I bet your juve and teen-age customers do. Halloween is just around the corner, guys. How about a special show ... or a special attraction to attract the kids? Maybe a costume party will pack your house on the Saturday morning or afternoon, a couple of days before Halloween. Maybe a "Spook show" will do it. Perhaps a midnight "Horror" program is the answer.

Climb on board, fellows. Promote a few favours ... Tell the kids that this is THEIR day to howl. It's all money in the bank ... and maybe it'll get you a few more friends. How about it? Can we count you in? Incidentally ... don't keep your booker in the dark until the day before. Get in touch with him TODAY.

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TALKING ABOUT BOOKERS ...

Remember guys ... they're on YOUR SIDE. They're working for YOU. They welcome any suggestions you can offer for the improvement of their service ... Maybe they can't always get you what you want, but you can take my word for it ... THEY SURE DO TRY.

A manager's best friend is his booker. Don't lose sight of the fact ... and please fellows ... give them a break too, huh? Don't wait until the very last minute to make requests for changes, morning shows, midnight shows, etc. You know in plenty of time what you're gonna do. Give them the same break.

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STOP ... LOOK ... SEE ... DO

Have you ever taken a good look at your theatre? Silly question, huh? But think! Have you ever really looked at it through the eyes of an ordinary passer-by ... a potential customer? Do you stop for a moment, EVERY TIME you enter or leave your theatre ... take a good look at your marquee ... at your sign ... your display frames. Do you check the appearance of your cashier, your doorman, your confection salesgirl?

Are your institutional copy boards a little the worse for wear? Do you change the copy often enough to make it interesting to the readers? Do you try to inject a little life into the copy you use on the marquee ... or is it the same old story week after week, for every change of program? Stars and title ... stars and title.

Do you constantly sell your smoking section ... your air-conditioning ... your checking service ... your expensive seats? Or do you let your customers find out about these services quite by accident?

Think fellows ... then, STOP ... LOOK ... SEE ... DO.

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TELEPHONE ETIQUETTE

Have you ever had occasion to phone the Bell Telephone Company, for any reason? Perhaps you were really mad about something, and were just itching for an argument ... but you just can't get their gals to argue. They're quiet, they're pleasant, and they agree with everything you say ... and before you know it ... YOU'RE on THEIR side.

How about your cashier ... your assistant ... or YOURSELF? Do you make your prospective customers feel the same way? They phone you because they're INTERESTED ... or they wouldn't take the trouble. Do you try to keep them that way?

Your telephone is the greatest single ticket-selling instrument you have. I'd say that it rings in your theatre, an average of at least 100 times a day ... maybe more often. Does each of those calls result in a sale of tickets? That's up to you fellows ... MAKE THE MOST OF IT.

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OVER BEN'S SHOULDER

"Hi fellows ... I still remember the interest displayed at our recent meetings during that portion devoted to a review of forthcoming product. It was real ... it was genuine, and in order to keep that interest alive, and maybe do my bit towards helping to PROFIT BLITZ FOR FITZ, I would like to pass on to the BLITZ BRIGADE additional items of information which I hope will be helpful to all of us."

"TRIAL" - This picture was made from a best-selling novel, and I remember telling you what an exciting story it was ... Well, I have now seen the picture, and unless I and the others who saw it with me are very much mistaken, TRIAL has all the ingredients of real box-office. It has heart appeal ... it has suspense ... it has excitement, all portrayed by an excellent cast who do a superb job. The key and sub-key theatres will be playing it soon - and it's not too early to put that excellent one-sheet, available from Metro, to work in your lobby."

"LOVE IS A MANY SPLENDORED THING" - Women love romance, and certainly this picture has plenty of it, plus William Holden, whom all women adore. The opening week in the University and Eglinton theatres was exceptionally strong. Here is an opportunity to go after the women's trade by means of an attractive dress-shop tie-up, as explained to you in detail by Sam Glasier, Fox's exploiteer."

"LEFT HAND OF GOD" - The openings this week indicate strong box-office possibilities for this newest 20th Century Fox attraction, featuring Humphrey Bogart and Gene Tierney ... Be sure and use the excellent series of ads developed by Jimmy Nairn and his fine crew."

"LADY AND THE TRAMP" - Much to our surprise this Disney attraction is not only proving to be a great children's picture, but is also attracting the adults ... so, go ahead and recommend it without reservation, and DON'T FORGET to stock up on confections ..."

"NEW FACES" - No ... I don't mean that picture we would all like to forget ... I'm referring to a five minute trailer produced by 20th Century Fox in order to publicize some up-and-coming young performers who are featured in soon-to-be-released CinemaScope attractions."

"From time to time articles have appeared in the Trade Press pointing out the necessity of developing new stars and also bringing

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them to the notice of motion picture patrons ... 20th Century Fox have done this in a practical manner by means of an excellent trailer in colour, presenting some of their new young stars in scenes from forthcoming attractions."

"These include DANA WYNTER and RICHARD EGAN in scenes from VIEW FROM POMPEY'S HEAD ... Joan Collins in scenes from RED VELVET SWING ... SHEREE NORTH and TOM EWELL in scenes from THE LIEUTENANT WORE SKIRTS. This trailer, which was produced with exactly the same care as a feature picture, is in De-Luxe colour, and will play ALL theatres ... our own as well as the opposition, which play that company's product. It will be available soon, and will be supplied GRATIS."

"See you next week, with more News 'n Views of current and coming product ... the life-blood of our business."

Ben Geldsaler

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See what I mean, guys? In a few well-chosen words, Ben has given you the kind of ammunition we talked about at our meetings. Remember what Mr. Fitzgibbons said about keeping your customers informed as to developments in our business? That's exactly what Ben is providing you with ... Now it's up to you to USE that information.

And don't worry about advertising some pictures which may possibly play your opposition ... Just remember this ... They will also be showing the trailer referred to ... and will be telling their patrons about an awful lot of pictures you've got coming to YOUR theatre ... As a matter of fact ... the breaks are on our side.

Start pushing the new young stars Ben told you about ... Get photos of them ... Get any advance material the distributors may have ... Introduce them to your customers ... Give them a real build-up. That's the idea of the whole thing.

So-o-o ... read Ben's message over again ... carefully, and remember always ... He's giving up some of his well-earned leisure time to ... help YOU ...

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SAVE WITH SHOWMANSHIP

Jim Mitchell of the Capitol in St. John really takes his "Save With Showmanship" seriously ... as witness what he's been able to accomplish to date ...

The door to the ladies' powder room is masked with a curtain, which has to be replaced periodically because the ladies, bless 'em ... keep burning cigarette holes in it ... So, Jim decided he'd cure that ... bought a tin of lacquer, and painted both sides of the glass door. Says the effect is very pleasing ... and no more burnt curtains.

Jim's Buckingham Orange Crush dispenser went on the fritz, and he didn't feel like spending the dough to call in an expert ... so he became one. Took it completely apart himself, reassembled it, and now it works better than it did when he first got it ... Cost? Three hours of his time.

His maintenance man was on vacation, and Jim tells me he couldn't afford a replacement ... so-o-o ... who took over care of the furnaces? You guessed it ... our James ... for two full weeks. He ain't proud ... just loves to work.

That's the kind of a guy this Jim Mitchell is ... isn't ashamed to get his hands dirty, if it means saving the theatre a buck or two ... Attaboy Jimmy ... I seem to recall another James, used to be in Hamilton who had the same idea. Seems to be catching.

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If you SAVE ... you'll PROFIT ... with Showmanship.

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Another guy who looks to save a buck is that extrovert Joe Lefave who hangs out at the Capitol in Windsor.

The Capitol has a lot of wall space with only one 24-sheet board on it, which looks like a bump on a log. The Poster people wanted a mere \$350.00 to put up another one, but Joe did some fast talking and sold them on the idea that if they'd put up the board he would use it as often as he could, and pay them for the posting. The result ... a brand new 24-sheet stand on the wall ... lighted at that ... and didn't cost Joey a thin dime.

That's saving with Showmanship for you.

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CAPITOL - BRANTFORD

I now have a complete report from Bill Burke on his ELMER deal, and a better job of promotion I have seldom seen. Bill got his radio station C K P C into it ... right up to their necks ... the station sold two sponsors, and provides a half-hour stage show and broadcast from the theatre stage every Saturday afternoon. The sponsors pay for everything ... air time, talent, pianist etc. The radio station provides the prizes for this special broadcast. The local traffic division sends over an officer who talks to the youngsters, and repeats with them the 5 Elmer safety rules.

T.C.L. supplied a bicycle ... So what? Willie promoted another one, for free, both to be used as major prizes. Also, to get his first week off to a good start, Bill promoted 1,000 comic books from a local distributor. The radio station comes through with dozens of plugs weekly ... The police safety dept. plug it on a special show of their own ... Everybody's talking about it. The radio station also took a half page in the Toronto Telegram which has wide distribution in Brantford. The Tely also came through with a fine pic of Bill, an officer and some of the kids ... Note an equally good pic spread in the local Expositor.

Good show, Willie ... keep up the fine work.

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This is a PROFIT BLITZ FOR FITZ ... remember guys?

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CAPITOL - NORTH BAY

I see a good half-page co-op on LADY AND THE TRAMP ... Attractive strips used on all stands where pocket editions of the book are sold, in all drug and book stores. An excellent display in the cereal section of Loblaws ... Overprinted pages from the comic books and used as dodgers.

Bob attended and personally addressed meetings at five local schools, as an added boost for the short on SWITZERLAND. Tells me it paid off in student attendance.

To move his large size popcorn, Bob offered a free drink of Pepsi ... sold lots of them ... Promoted the Pepsi ... What more can one expect? Huh?

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CAPITOL - HALIFAX

Those Maritimers are sure hungry for a slice of that prize dough, and if tenacity and consistent effort stand for anything ... well just watch their smoke ...

For instance ... I've had something from Hilary Howes each and every week, and this week he reports his LOVE IS A MANY SPLENDORED THING campaign, and it's good. First I see a full page paid for by a local jeweller, with good press-book mat title across the top, and in the corner a large scene of the principals ... The jeweller used both of his front windows to sell the pic ... paid for six daily spots on each of the two local stations, and used good cards on his counters.

Hilary arranged a good three minute mention of the pic and theatre dates over the C J C H "Teen-Town" program, and made sure that the title song got plenty of airing.

Good window displays in Phinney's Music Store, and Lohne's Restaurant.

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PARAMOUNT - CHILLIWACK

I have a report from Claude Smith explaining the workings of his Student cards, and I think he has something ... First of all he has the complete co-operation of all local schools, and the cards are distributed as the students register each Fall. Secondly, the school authorities really take this seriously, and keep good control over the student body by threatening to revoke the student card privilege for any infraction of the school rules ... This too is important ... To prevent abuse of the card, Claude uses different colors each year, so that only students actually attending the schools can take advantage of the reduced prices.

I like the way Claude handles this whole deal ... and if you're having trouble organizing your student card deal, I suggest you drop him a note, and maybe he can steer you on to the right track.

Incidentally, only a handful of managers have complied with my request for samples of their cards. Puleese guys ... I need those cards, and if you haven't sent in yours yet ... How about it, huh?

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NORTHLAND - FLIN FLON

Peter Boyd advises me that he has finalized arrangements for a series of ELMER Safety parties ... The local R.C.M.P. detachment, which acts as the safety council in Flin Flon got back of the deal, as did the local newspaper and the Woolworth store. The store was cut in for the simple reason that they provide all the prizes over a ten week period.

A local deejay, who M.C.'s a Western program has agreed to appear on the stage at each "party" to help out with the stage stunts, safety rules and give-aways. No charge, if you please. The purposes of the ELMER deal have been personally outlined to the Home and School Association, and they're back of it 100% ... As an added incentive, Pete was able to promote a mantel radio from a local appliance dealer, as a special prize. The deal's really catching on, and Peter promises he'll have much more to report as the thing gets under way the end of this month.

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PALACE - WINDSOR

Eddie Lamoureux happens to be president of the Ad and Sales Club of Windsor ... and is he ever cashing in on the P.R. angle of it. All one has to do is glance at the membership roster which is done up in strict Showmanship style ... "Starring Ed Lamoureux as the president ..."

One of the first things Eddie did was invite Arch Jolley to address the club, and he tells me that Arch did a really magnificent job ... Good three column pic of Arch and the officers of the club, plus excellent covering story appeared in the Star ... On the night of the meeting Eddie promoted boutonieres for all the members, and had a bevy of local beauties ... all winners of one beauty contest or another, pin them on the boys ... Fellow managers helped Ed handle the meeting ... Joe Lefave introduced the speaker, Jimmy Hooper handled the "thank you" etc. It was really a Motion Picture do all the way.

Maybe it didn't sell theatre tickets ... on that particular night ... but I'll bet the guys are still talking about it, and plenty of them have started thinking in terms of their local theatre, when shopping for an evening's entertainment.

It's all good P.R.

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CAPITOL - NANAIMO

I see an attractive broadside headed ... "Startling Announcement," advertising Mel Gow's new price policy ... "Unparalleled Entertainment at Unparalleled Prices ..." and listing his features for the next several weeks.

Mel got together with a restaurant a few doors away, and between them they handed out thousands of cellulose capsules ... just the kind the doctor orders ... Good copy inside, prescribing a night out ... with a visit to the theatre, and later a snack at the restaurant.

Presently finalizing a deal with a local advertising agency, whereby a series of special "Kiddies Matinees" will be paid for by local merchants. Sounds good ... let's hear how you make out, Mel.

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Get that PROFIT into PROFIT BLITZ FOR FITZ.

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CENTURY - HAMILTON

Still closed ... but Mel's not letting his customers forget that he'll be in business again soon ... The local Spectator published a pic of his marquee with re-opening information ... C K O C got behind him, with frequent airings of the hit record LOVE IS A MANY SPLENDORED THING, which will be his opening attraction ... and his friends at the Palace Grill still keep plugging his opening date on all their menus. Nice going Mel ... Can't wait to see what'll be in the mail for us next week, when you're in business again.

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EGLINTON - TORONTO

Marc Hirsch just handed me a photo of his front, and it's a pip. Just to be a little different, he had very colourful strips made up with LOVE IS A MANY SPLENDORED THING copy, and used them to completely cover the interchangeable letter space on his marquee. Very colourful in the daytime ... and a good silhouette effect at night.

It's different, and it's good.

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PARAMOUNT - PETERBORO

The Peterboro lacrosse team lost its world championship crown this year ... after having won it the past four years ... and on their return to the city, the team really got the cold shoulder. Art Cauley didn't think it quite fair ... and hung a "Welcome" sign out, greeted the players, arranged a dinner for them, and naturally a visit to his theatre. The local daily and two weekly papers picked up the story and really played it up big, with pics of Art and all the trimmings. That's what I call good P.R.

In return for a couple of ducats a week, Art gets a good-sized ad on the "Business Quiz" page of the Examiner. Same deal on the "Hidden Names" page of the two weeklies. For his date on LADY & THE TRAMP, Art dressed up a couple of kids, and had them parade the streets ... one leading a "Lady" and the other a "Tramp"

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CAPITOL - BRANDON

A few days before BLACKBOARD JUNGLE opened, Len Turoldo happened to M.C. the local Lion's Club rally at the Arena, and what do you think he talked about to the 4,100 odd customers? You guessed it, and what did the p.a. system blare at them all night? "Rock Around the Clock" of course, like you didn't know ... and with a good theatre plug after each playing. Nice going.

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BLITZ ... BLITZ ... BLITZ ... FOR FITZ

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IMPERIAL - TORONTO

It's not too early to talk about books of F.P. tickets. Russ sends along a suggestion that's good. It worked for him, so no reason to doubt that it will do the same for you.

During the contest period, Russ enlists the services of various groups such as Hadassah, school groups, athletic associations etc. In the past he used to hand them a quota of books and hope that they'd sell them ... which naturally enough resulted in all kinds of confusion. Now, Russ arms them with a salesbook ... has them take orders, phone them in to him, and then he delivers the books. Makes sense, doesn't it?

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METROPOLITAN - WINNIPEG

Saturday, October 8th was named "National Newsboys' Day" and Eddie Newman figured there was a buck there somewhere ... He made a deal with the Free Press to screen YOU'RE NEVER TOO YOUNG for all their carriers on Saturday morning ... Some 1200 showed up at 9.00 A.M. and the Free Press paid the tab ... at the regular .25¢ price. That's what I call being on the beam ... An extra three hundred smackeroos, just for the pickin'. Oh yes ... in the afternoon edition of the daily, good pic of the kids lined up in front of the theatre, view of the marquee with Martin and Lewis copy, and a good story. Attaboy Ed.

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That's what we mean by PROFIT BLITZ FOR FITZ.

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CAPITOL - EDMONTON

Bert Wiber reports a Satayem show with a different twist ... Seems that Edmonton is very, but very football conscious ... so, what happen to the Eks last year, huh? However, they have what is called a Junior Quarterback Club, which has a special section of seats at every game, at a nominal .25¢ admission ... Naturally, keeps them out of the theatre.

Bert got together with the proper people, and now holds a series of rallies during the year ... sort of to keep the club active ... He supplies the film, and the directors provide stage entertainment in the way of sport celebrities, civic officials, etc. So far he has eight rallies booked ... at \$175.00 per each. The local Hudson's Bay Company picks up the tab. Show costs Bert roughly \$30.00. Not bad, what? Maybe you can try it in your town.

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SENECA - NIAGARA FALLS

For his date on LADY & THE TRAMP, Jack Ward promoted a city-wide colouring contest for children under 13 ... and reports that he had more entries than for any other contest of this nature in his memory. As a result several teachers arranged to bring their entire classes to a matinee performance. Jack played to more kids than he has with any picture since the house opened.

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SEPT. 5th
TO DEC. 3rd
1955

HONOURING 25 YEARS OF INSPIRED
LEADERSHIP IN FAMOUS PLAYERS



\$10,000
IN CASH PRIZES

PROFIT with showmanship

SERVE with showmanship

SAVE with showmanship

SELL with showmanship

National Drive Captain
DAN KRENDEL

CAPITOL - WINDSOR

Hadn't heard from my pal Joey in so long I'd almost given up hope, so what happens? Four letters ... all at once, and packed with good, solid stuff. Let's see if I can do a little sifting and come up with something.

I think Joe's got something here ... He figured that so many old customers had stayed away so long from the theatres that they just got out of the habit ... and a good way to get them interested again was to get them in to see at least one good show. Joe followed up on this, and invited one chapter of the I.O.D.E. members and their husbands each week, as guests of the theatre ... The reaction was terrific ... many commented that they hadn't realized what they'd been missing, and would be back again, often. Joe feels that he can extend this deal to the various service organizations in town ... Feels that it's terrific P.R. and I've got to agree with him.

As chairman of the furnishing fund for the Metropolitan hospital, Joe got himself a good story and pic in the Windsor Star. It all helps.

Joe is really pushing the sale of large boxes of popcorn. He has a standing offer of a guest admission with every 25th box sold, and it's really catching on. Sold 70 boxes last week, which is more than he normally sells in a month. Also has a large bowl of corn on the counter, and invites his customers to sample it ... They sample ... and they buy. Good business.

.x.x.x.x.

Your confections can help you PROFIT BLITZ FOR FITZ.

.x.x.x.x.

REGENT - OTTAWA

Bill Cullum reports that he was successful in getting both the Ottawa Citizen and the Journal to publish scenes from his move-over attraction MR. ROBERTS, with good theatre credits.

All delivery trucks of the National News, distributors of the pocket books were properly bannered ... In return Bill placed copies of the book on sale at his confection bar.

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ORPHEUM - PRINCE ALBERT

Got a note from Jack Mahon, with tear sheets, and note that for one week in advance of his showing of BEACHCOMBER, he was able to talk the local Daily Herald into running a series of comic strips with good theatre tie-in copy. Keep at 'em Jack ... first thing you know you'll wind up with a full page.

.X.X.X.X.

ALGOMA - SGO

For his date on LADY & THE TRAMP, Norm Gray succeeded in placing good displays in the windows of several local down town stores ... C J I C gave good support, and ran a tune-guessing contest, with several prizes of a free dinner for two at a local restaurant ... promoted by Norm, of course.

When he played McCONNELL STORY, Norm invited the local Air Cadet squadron to be his guests, and wound up with a full scale parade of their pipe band, who performed for nearly half an hour in front of the theatre before marching in ... Drew quite a crowd. Also arranged with the Speedy Delivery Service to banner all their trucks for the duration of the run.

.X.X.X.X.

If you want to PROFIT ... then BLITZ FOR FITZ

.X.X.X.X.

CAPITOL - ST. JOHN

Jim Mitchell sent out personal letters to all the film conveners of his I.O.D.E. on FOOTSTEPS IN THE FOG. Feels they paid off ... For ULYSSES, Jim got in touch with the Public Library officials, and arranged for them to prominently display such works of Homer as they had on their shelves, with good copy plugging his pic. Made up a very attractive lobby display from a set of stills he scrounged from the Paramount office.

Jim also contacted the teachers of English at several of the local schools ... briefed them on the story, and tells me they were happy to pass the information along to their students ... As a result he had more kids in for his Saturday matinee than he's seen in many months. He even went to the trouble of contacting every Greek family in the city ... Tells me they turned out 100%.

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CAPITOL AND ROYAL - TRURO

Gerry Tipper looks after both houses, and has his hands full ... but still finds time to let the public know what's going on. I note that for his engagement of MAN CALLED PETER, he personally contacted the secretary of the Ministerial association, and was assured of their complete co-operation. This call resulted in several pulpit announcements throughout the city. A special signed endorsement in the daily, didn't do any harm.

His next program was LONG JOHN SILVER ... and as far as I'm concerned this is the best selling job on that picture I've yet seen ... The guy even promoted ... and I do mean promoted for free, that is ... a 17" T.V. set from a local appliance dealer, and a C.C.M. bicycle ... to be used as part of a Treasure Chest gimmick in the lobby. Incidentally, both stores gave up their full windows to theatre displays.

Gerry had a mystery man walking the streets, and offered ten silver dollars to the first ten identifying him ... This, by the way resulted in a front page story in the local daily. To help boost his sale of popcorn, Gerry handed out pirate hats with all purchases ... and he sold plenty.

Great stuff, Gerry ... Keep up the good work.

.x.x.x.x.

CAPITOL - SUDBURY

Just as a change from his ELMER copy ... Jeff tells me of a cute gag he worked out with a local Jeweller ... who in return for the use of the theatre stage for a lucky draw, slugged TO CATCH A THIEF on all his radio and T.V. programs for two weeks in advance. Jeff M.C.'d the draw, and one of his employees wound up with a \$125.00 ring ... "Strictly legit" claims Jeff.

.x.x.x.x.

CAPITOL - ST. KITTS

Vern Hudson advises me that New Method Cleaners are still giving him plenty of space in their newspaper ads in return for a couple of ducats which they use as prizes. C K T B also playing along with their "Morning Melody" program ... and on LOVE IS A MANY SPLENDORED THING, they played the title song several times daily, with good theatre credits.

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PARAMOUNT - KENTVILLE

T.F. Marr sends me details of several promotions ... I note that he's just about ready to pop with his ELMER DEAL, and to date, in addition to the bicycle supplied by T.C.L. he has promoted another one, in addition to several tricycles, record players, records, clothing, hockey outfits etc. etc. The local daily is back of this deal, also the radio station and the Fire department ... Sounds terrific ... and twelve shows are planned, on twelve consecutive Saturdays.

I note that Mr. Marr makes good use of inexpensive novelties to boost the sale of his confections ... and it really pays off. Incidentally, the guy's got a twenty five and a half foot bar ... and it's really loaded, and very effectively decorated.

.X.X.X.X.

CAPITOL - CHATHAM

To help publicize his ELMER Deal, Harry Wilson borrowed a huge cut-out replica of Elmer the elephant, and had it circuited around all local schools, at which time he was permitted to address assemblies of the children and acquaint them with the details. Ten schools were visited, and he feels he's got the deal off to a flying start.

.X.X.X.X.

ROYAL - GUELPH

I note another good newspaper co-op from Ted ... this time a portion of a half-page ad devoted to THE WEB ... with about a third of it devoted to pressbook mat and copy. In addition Ted was able to place two 2-column scenes on off-theatre pages.

.X.X.X.X.

DAYLIGHT - SASKATOON

I see an excellent story in the Star Phoenix, by a local chap who took part in the DAM BUSTERS raids - Harry O'Brien ... Reg Plumb informs me that it took him over a week to get the chap to write the story ... a few more days to agree to having it run ... and then what? He even went on the air for a personal interview ... Sure helped the picture get off the ground.

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COLUMBIA - NEW WESTMINSTER

For his engagement of DAM BUSTERS, Jack McNicol arranged a parade of Air Force cadets to the theatre, accompanied by their band and a police escort. Sure stopped the traffic. This wasn't for free either ... Jack charged each cadet a regular child's admission. Jack has put on a drive to promote the various service and other organizations to visit his theatre in groups ... Tells me it's beginning to pay off.

Jack ordered 500 of the records he heard about at the meetings ... made up an attractive display alternating records and large popcorn boxes, with the offer of a free record with each large box purchased. His popcorn sales to date are double what they were a year ago. Did it pay off? You tell me.

.x.x.x.x.

CAPITOL - GALT

For his INTERRUPTED MELDDY date, Eddie was able to place good displays in the windows of two music stores in town ... Good co-operation from the radio station, plugging music from the pic with good theatre credits.

One of Eddie's neighbors happened to remember that there were some movies taken of the local regiment ... the 111th of South Waterloo ... away back in 1916. Ed suggested that they send them out, have them properly restored, and then run them off on one of his regular programs. They did just that ... All the old-timers in town showed up, and Eddie saved the cost of a second feature. Good thinking ... and good business.

.x.x.x.x.

PARAMOUNT - KELOWNA

If anybody knows how to get the kids in, it's certainly our Will ... The local ice arena got going last Saturday, but Will Harper still managed to get over 1,000 kids to his matinee. How? Now hear this. Will went on the air and announced that everybody purchasing a box of popcorn would find a prize in it ... kids and adults alike ... A slip of paper in the box designated the prize ... a bottle of pop, admission ticket etc. Main prizes were cartons of Orange Crush ... and where, asks Will can you duplicate this bargain? For ten cents the kids got a box of corn, six bottles of Crush ... and then they could return the bottles and get .12¢ for the empties ... brother ... I'm glad the guy's on our side.

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PARAMOUNT - MONCTON

Well, looks like Murray Lynch has his ELMER shows off to a good start ... he didn't even have to pay for the cards ... his newspaper printed them for him. Among the prizes he promoted were a Timex watch and a Jet Plane model kit. In addition he used up several hundreds of crests left over from a previous promotion.

To boost the sale of his popcorn, Murray gives away a record with each large size carton. Tells me it really moves 'em. Good animated display of large drink cups above his counter, helps his sale of the .20¢ drinks.

Murray discovered too late that one of the reporters on the local sheet was with the DAM BUSTERS ... However, he did get some free time on the local T.V. for interviews etc.

.X.X.X.X.

MONARCH - MEDICINE HAT

Fred Tickell advises that he has made arrangements with his local newspaper to carry stories on his attractions for the duration of our drive. It's not easy to do in this town ... and we're happy to see that he's finally swung it. The first story is good.

.X.X.X.X.

Your SERVICE helps our PROFIT BLITZ FOR FITZ

.X.X.X.X.

ORPHEUM - SOO

I see some good photos of window displays promoted by Olga in a couple of the better stores in the Soo ... one on CHICAGO SYNDICATE, and the other on JESSE JAMES VS. THE DALTONS. Doesn't sound like very much from Olga ... but, she promises some real stuff on DAM BUSTERS, her next attraction.

.X.X.X.X.

Hope I haven't left anybody out this week ... if I have, I promise you'll be in our next issue ... Your material may have come in too late for inclusion in this one.

And now ... if you're interested in your standing ... why, just flip this page.

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TIVOLI - WINNIPEG

L.J. Termeer has started a Movie Club for the youngsters ... to run for fifteen consecutive Saturday matinees. To encourage attendance he uses Fancy Patches ... a sort of crest the kids sew on their jeans, as a come-on. While he naturally has to purchase the patches from the distributor, all advertising, radio, newspaper, heralds etc. is paid for by the manufacturer. Sounds like a good deal ... and will await with interest news of the results.

.X.X.X.X.

PRINCE EDWARD - CHARLOTTETOWN

G.A. Walters was playing EAST OF EDEN ... and on the same program, DEVIL TAKE US ... The star of the feature, Eddie Dean, happened to be killed in an automobile accident just a couple of days prior to the opening of the program. While Walters didn't refer to it in any way ... he did get the local R.C.M.P. detachment, along with the city police to get back of the short ... placed a wrecked car on display at an important traffic intersection ... and tells me that he wound up with the best four days' business in a long time, much of it due strictly to the short subject.

They love horse-racing in this city ... as a matter of fact, Charlottetown is often referred to as "The Kentucky of Canada", so ... finding out that one of the home-town boys was racing in the famed Hambiltonian, Mr. Walters arranged to show the newsreel, which normally doesn't play his house ... and got himself some terrific newspaper publicity on the deal ... and plenty of extra customers. That's fast thinking.

For his date on LONG JOHN SILVER, he used the "Mystery Man" gag described earlier in this issue, to good advantage. Those guys in the Maritimes sure aren't asleep at the switch. Keep it up guys ... and I'm sure Gordon and Gerald are happy about the whole thing too.

.X.X.X.X.

ROYAL - WOODSTOCK

I note that Earl was able to get special windows in two of the better stores in town on 7 YEAR ITCH ... Several free spot announcements over C K O X ... Entire rural area covered with l-sheets, and some good scenes and stories in the local daily.

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4TH WEEK'S STANDINGS

O.K. guys ... so this is what you've been waiting for, and again this week I see several changes ... some for the better ... some for worse. A couple of dark horses have forced their way into the lead, and it's going to take some doing to unseat them. Take a good look fellows ... WHERE ARE YOU?

.x;x.x.x.

GROUP 1

1. Vancouver	-	Capitol	15. Rouyn	-	Capitol
2. Winnipeg	-	Metropolitan	16. Ft. William	-	Capitol
3. Sudbury	-	Capitol	17. Lethbridge	-	Capitol
4. Edmonton	-	Paramount	18. Moose Jaw	-	Capitol
5. Calgary	-	Palace	19. Rouyn	-	Paramount
6. Toronto	-	Sheas	20. Timmins	-	Victory
7. Toronto	-	Imperial	21. Barrie	-	Roxy
8. Calgary	-	Capitol	22. Windsor	-	Capitol
9. Saskatoon	-	Capitol	23. Soo	-	Algoma
10. Edmonton	-	Capitol	24. Pt. Arthur	-	Paramount
11. Regina	-	Capitol	25. Brockville	-	Capitol
12. Winnipeg	-	Capitol	26. Lethbridge	-	Paramount
13. Ottawa	-	Capitol	27. Calgary	-	Strand
14. London	-	Capitol	28. Fredericton	-	Gaiety
15. Halifax	-	Capitol	29. Toronto	-	Nortown
16. Vancouver	-	Orpheum	30. Pt. Alberni	-	Paramount

GROUP 2

1. Vancouver	-	Strand	31. Ottawa	-	Regent
2. Quebec	-	Capitol	32. Sydney	-	Vogue
3. Hamilton	-	Tivoli	33. Brantford	-	Capitol
4. Truro	-	Cap & Royal	34. Pr. Albert	-	Strand
5. Oshawa	-	Regent	35. Victoria	-	Royal
6. Timmins	-	Palace	36. St. John	-	Paramount
7. Toronto	-	University	37. Halifax	-	Paramount
8. Charlottetown	-	Capitol			
9. Toronto	-	Eglinton			
10. North Bay	-	Capitol			
11. Charlottetown	-	Pr. Edward			
12. Victoria	-	Capitol			
13. Hull	-	Cartier			
14. Timmins	-	Broadway			

GROUP 3

1. Campbellton	-	Cap & Para.
2. Vancouver	-	Cinema
3. Windsor	-	Palace
4. Peterboro	-	Paramount
5. Vancouver	-	Dominion
6. Hamilton	-	Downtown
7. 3 Rivers	-	Capitol
8. Sarnia	-	Capitol

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GROUP 3 (cont'd.)

9. Cornwall	-	Capitol
10. Niagara Falls	-	Seneca
11. Cornwall	-	Palace
12. Penticton	-	Capitol
13. Dalhousie	-	Capitol
14. Kingston	-	Capitol
15. Kenora	-	Paramount
16. Edmonton	-	Empress
17. Kentville	-	Paramount
18. Medicine Hat	-	Monarch
19. Amherst	-	Cap & Para.
20. Belleville	-	Belle
21. New Westminster	-	Columbia
22. Regina	-	Metropolitan
23. Nelson	-	Civic
24. Owen Sound	-	Classic
25. Noranda	-	Noranda
26. St. Kitts	-	Capitol
27. Moncton	-	Paramount
28. Guelph	-	Palace
29. Guelph	-	Royal
30. Pt. Alberni	-	Capitol
31. Pr. Albert	-	Orpheum
32. Sydney	-	Paramount
33. St. Kitts	-	Lincoln
34. Saskatoon	-	Daylight
35. Kentville	-	Empire
36. Brandon	-	Strand
37. Edmonton	-	Strand
38. Chatham	-	Capitol
39. Galt	-	Capitol
40. Victoria	-	Dominion
41. Winnipeg	-	Lyceum
42. Welland	-	Capitol
43. St. John	-	Capitol

7. Pr. Rupert	-	Totem
8. Kamloops	-	Paramount
9. St. Thomas	-	Capitol
10. Winnipeg	-	Starland
11. Medicine Hat	-	Roxy
12. Vernon	-	Capitol
13. N. Battleford	-	Capitol
14. Brandon	-	Capitol
15. Bathurst	-	Kent
16. Shaunavon	-	Plaza
17. Pr. Rupert	-	Capitol
18. Red Deer	-	Crecent
19. P. La Prairie	-	Playhouse
20. Lethbridge	-	Roxy
21. Trail	-	Strand
22. Red Deer	-	Capitol
23. Nanaimo	-	Capitol
24. N. Battleford	-	Empress
25. Barrie	-	Granada
26. Flin Flon	-	Northland
27. Woodstock	-	Royal
28. Woodstock, N.B.	-	Capitol
29. Regina	-	Rex
30. Brockville	-	Regent
31. Chilliwack	-	Paramount
32. Owen Sound	-	Savoy
33. Regina	-	Grand
34. Glace Bay	-	Savoy
35. New Waterford	-	Paramount
36. Murdochville	-	Paramount
37. New Waterford	-	Majestic
38. London	-	Patricia
39. Pt. Arthur	-	Colonial
40. Winnipeg	-	Gaiety

GROUP 4

1. Moncton	-	Capitol
2. Soo	-	Orpheum
3. 3 Rivers	-	Rialto
4. Kingston	-	Grand
5. Moose Jaw	-	Orpheum
6. Kelowna	-	Paramount

GROUP 5

1. Windsor	-	Tivoli
2. Toronto	-	La Plaza
3. Toronto	-	Beach
4. Toronto	-	York
5. Toronto	-	Century
6. Toronto	-	Parkdale
7. Toronto	-	Eastwood

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GROUP 5 (cont'd.)

8. Ft. William	- Royal	32. Toronto	- Bloor
9. Ft. William	- Fort	33. Toronto	- Beaver
10. Toronto	- Grover	34. Toronto	- Oakwood
11. Toronto	- Village	35. Hull	- Montcalm
12. Toronto	- Alhambra	36. Edmonton	- Garneau
13. Calgary	- Hitchin' Post	37. Toronto	- College
14. Winnipeg	- Fox	38. Pt. Arthur	- Lyceum
15. Toronto	- St. Clair	39. Windsor	- Centre
16. Toronto	- Radio City	40. Toronto	- Oxford
17. Toronto	- Lansdowne	41. Winnipeg	- College
18. Toronto	- Donlands	42. Winnipeg	- Grand
19. Toronto	- Parliament	43. Vancouver	- Stanley
20. Edmonton	- Dreamland	44. Winnipeg	- Arlington
21. Toronto	- Pr. of Wales	45. Winnipeg	- Uptown
22. Timmins	- Cartier	46. Toronto	- Vaughan
23. Toronto	- Runnymede	47. Vancouver	- Broadway
24. Toronto	- Bellevue	48. Winnipeg	- Tivoli
25. Toronto	- Palace	49. Rossland	- Capitol
26. Ft. William	- Lake	50. Victoria	- Atlas
27. Winnipeg	- Regent	51. Edmonton	- Princess
28. Calgary	- Variety	52. Vancouver	- Grandview
29. Windsor	- Park	53. Winnipeg	- Osborne
30. Toronto	- Pylon	54. Winnipeg	- Bijou
31. Toronto	- Capitol	55. Vancouver	- Regent

.X.X.X.X.

So ... that's what it is at the end of the FOURTH week. Still nine weeks to go, and my guess is that there'll be plenty of changes in the weeks to come. Where you my friend will wind up when the final scores come in, is in nobody's hands but your own.

By the way ... what happened to our three-time leaders ...? Looks like all three of them ... Eddie Newman, Eddie Lamoureux and Olga have been robbed, or somethin' ... Gonna let 'em get away with it guys?

Well, C'est la vie ... but one thing is for sure ... Every one of you is really gonna have to slug ... but good, if you want to reach the top, and STAY THERE.

Nine more weeks to go ... and just so's you won't forget, this is a BLITZ, gang ... remember? So-o-o ... Let's PROFIT BLITZ FOR FITZ, every day of every week of the nine remaining weeks.

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WHAT'S WITH OUR COACHES?

Now let's take a quick look at the District Managers' and Bookers' standings ... Hey, what's happen? I see that Gene's still hanging on to that top spot ... but Mort's slipped into third place, and has been replaced by Jimmy Cameron. But, why waste words? Let's give a quick look-see at the standings.

DISTRICT MANAGERS

1. E. E. Fitzgibbons
2. Jimmy Cameron
3. Mort Margolius
4. Ray Tubman
5. Jack McCausland
6. John Ferguson
7. Harold Bishop
8. Maynard Joiner
9. Bill Trudell
10. Jim McDonough

BOOKERS

1. Herb Black
2. John Heggie
3. Lou Karp
4. Paul Cardell
5. H. R. Patte
6. Bob Myers
7. George Dowbiggan

.x.x.x.

Well ... Herb and John are still running first and second ... and Heggie vows by everything he holds sacred ... including the prize money he hopes to cart home at the conclusion of this drive, that he's going to topple that guy Black from his perch ... but, toot sweet. And, you know what Herb has to say? Quote - Phfft - end of quote.

That's the spirit guys ... but careful there ... I see a couple of newcomers kinda nudging a little. They're interested in the dough too ... Surprised?

Seriously fellows ... all of you ... We've finally settled down to a good, steady pace, after a somewhat slow start. The enthusiasm is building week by week, and it looks like a real fight to the finish. We all knew at the outset ... and are now more certain of it than ever, that we're going to make our promise to Mr. Fitzgibbons good. If every one of us does his honest share of blitzing, we'll truly make good the title of our drive ...

PROFIT BLITZ FOR FITZ'

See you next week.

Dan Krendel